

FIG. 1

09747160-032301

18

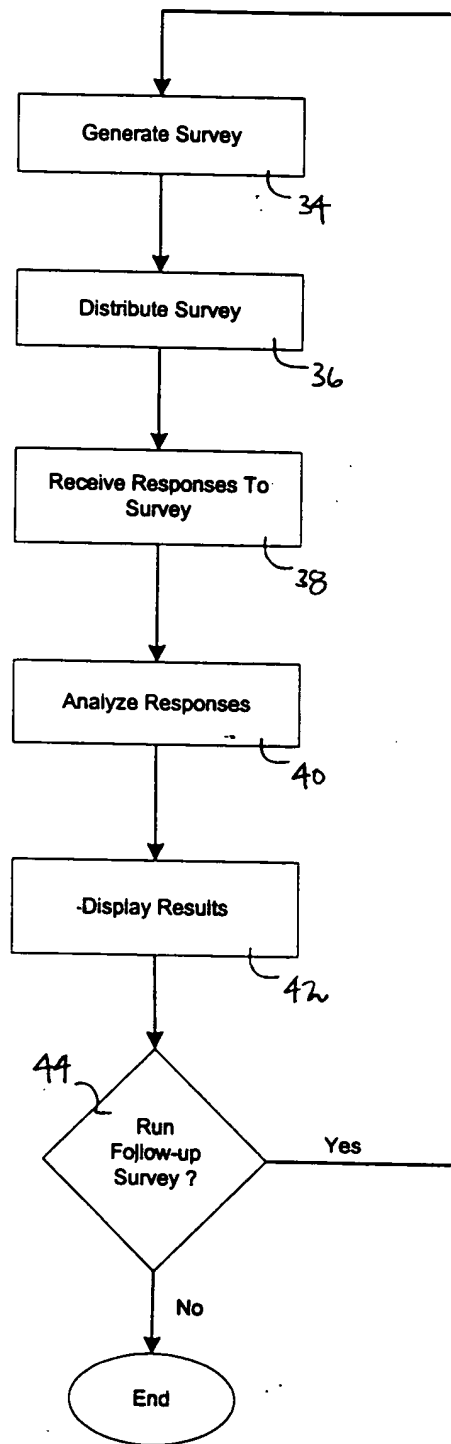


FIG. 2

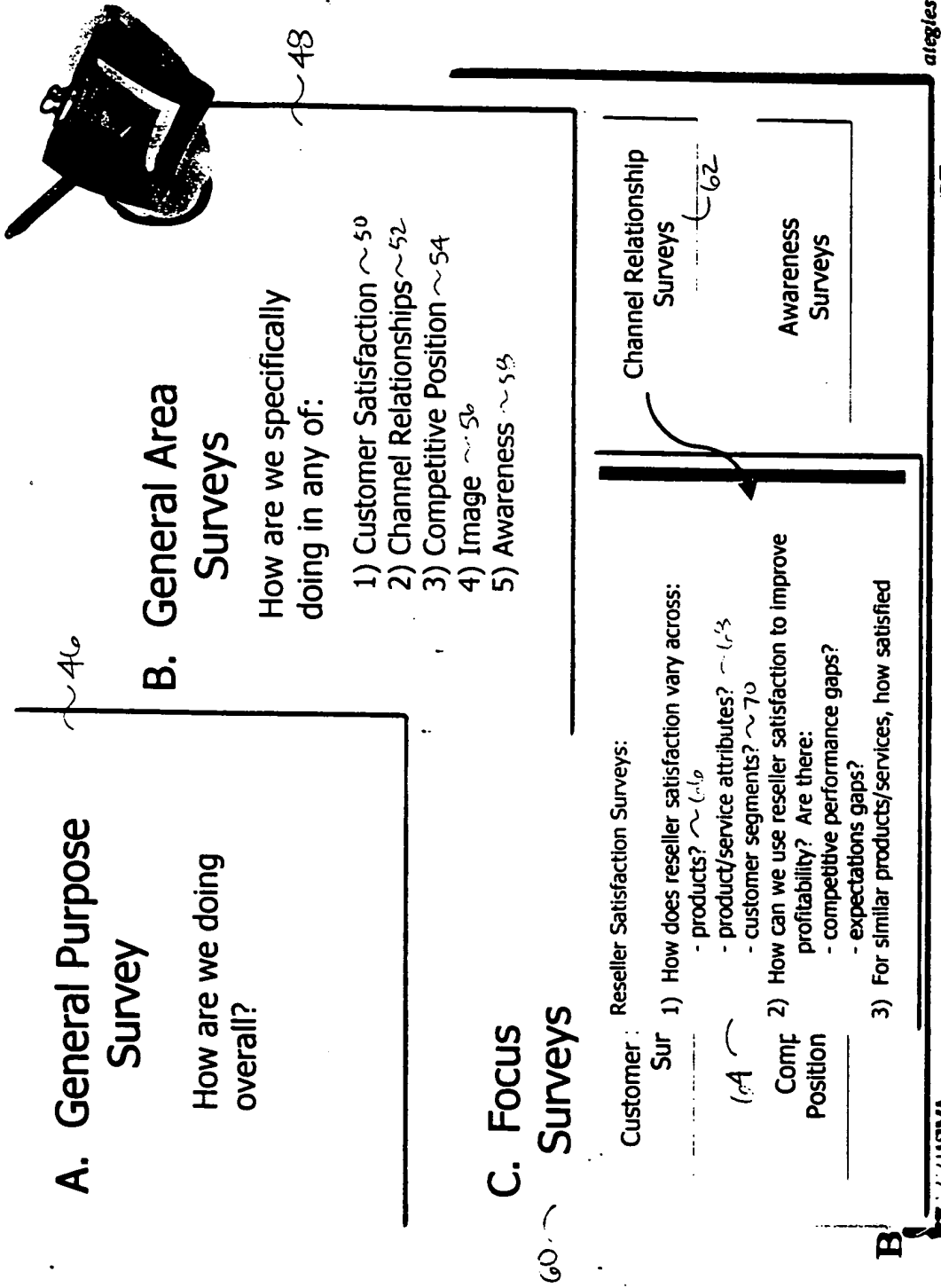


FIG. 3

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7

ACME

Actions ~74

Manage Surveys

Select & Run ~80

Survey ~82

Manage Existing Surveys

Perform Analysis

View ~84

Report Card

View ~86

Leverage Points

View Data

Create ~88

Charts & Graphs

View Customer Segments ~90

Examine, modify, or re-use surveys you've previously created.

Recent Surveys ~76

Name ~92

1) General Survey
How are we doing overall?

2) Reseller Satisfaction
How does it vary across product lines?

3) Situation Assessment
Where does performance most need improvement?

Date ~94

Status ~96

10/1/00 75%

9/7/00 85%

9/1/00 94%

more...

Indicators ~78

Reseller Satisfaction by Product
9/1/00 - 10/1/00

Product 1 8.5 ↑ +5%

Product 2 6.5 ↓ -7%

Product 3 5.4 — +3%

Overall 7.5 ↑ +4%

100

Satisfaction w/After-Sale Service
9/1/00


ACME 3.5


Nortel 7.5

Lucent 5.4

more...

FIG. 4



BizSensor[™] by  IntelliStrategies[™]

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ACME

Account Info

Customer Support

Online Tutorial

Help

Recommend Next Survey

Previous Screen

Survey Selector

Name	Last Run	Status
A. General Purpose	10/1/00	75%
B. General Area Surveys:		
Channel Relationshi		
Customer Satisfacti		85%
Competitive Positior		94%
Awareness		
Image		

Hint:

Click on any survey name to access it. If you'd like BizSensor to recommend the next survey, click on Recommend Next Survey above.

☒ Turn off this hint in the future.
☒ Turn off all hints in the future.

Never

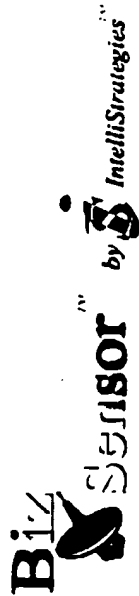
OK

Scheduled 10/12/00

C. Go to Focus Survey Library

FIG. 5

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ACME

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← Previous Screen

Recommend Next Survey

Survey Selector

	Name	Last Run	Status
A.	General Purpose	10/1/00	75%
B.	General Area Surveys:		
	Channel Relationships	9/7/00	85%
	Customer Satisfaction	Never	Scheduled 10/12/00
	Competitive Position	9/1/00	94%
	Awareness	Never	—
	Image	Never	—

C. Go to Focus Survey Library

FIG. 6

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ACME

Online Tutorial Help
Previous Screen

Customer Support

Account Info

Surveys

	Question To Answer	Last Run
Channel Relationships	1) Overall, how satisfied are resellers?	116 9/1/00
Customer Satisfaction	2) How does reseller satisfaction vary across: - products? - product/service attributes? - customer segments?	Never
Competitive Position	3) For similar products/services, how satisfied are resellers with our products versus those of competitors?	Never
Awareness	4) How can we use reseller satisfaction to improve profitability? Are there: - expectations gaps? - competitive performance gaps? - areas of over and underperformance?	Never
Image		

FIG. 7

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2

General Purpose Survey

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Actions

View Results ¹³⁴ Preview Survey ¹³⁰ Edit Survey ¹³²

Running the Survey

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Run this survey: ¹⁴² Now ¹⁴⁴ Schedule ¹⁴⁶

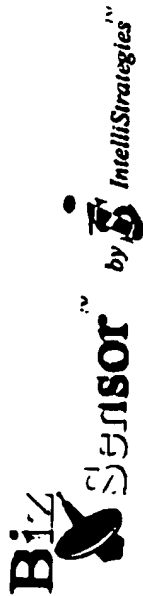
Recent General Surveys

Date	Status	# Respondents
1) 10/1/00	75% ¹³⁴	190 ¹³³
2) 9/1/00	Complete	275
3) 8/15/00	Complete	300

Deployment Options: ¹⁴³ Channels ¹⁵⁰ Locations ¹⁵² Audience ¹⁵⁴

Automatically run this survey: ¹⁵¹ ☒ ¹⁵³ 1 ☐ Months ☐

FIG. 8



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2

ACME

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Previous Screen

General Purpose Survey

Actions

View Results Preview Survey Edit Survey

Recent General Surveys

Date	Status	# Respondents
1) 11/1/00	Scheduled	
2) 10/1/00	75%	190
3) 9/1/00	Complete	275

Click here for details about the 9/1 survey, including access to descriptive statistics.

Running the Survey

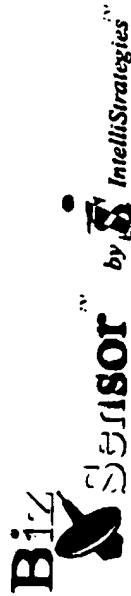
Run this survey: Now Schedule

Deployment Options: Channels Locations Audience

Automatically run this survey: ✓
Every: 1 Months ▼

FIG. 9

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2



Survey Editor: Customer Satisfaction

Account Info Customer Support Online Tutorial Help
 ◀ Previous Screen

ACME

1) Do you currently own or use a laptop computer?

- (62) ☒ Yes, I own a laptop computer
☒ Yes, I use a laptop computer that I don't own
☒ No, I neither own nor use a laptop computer
☒ No, I used to use a laptop computer but no longer do

2) How long have you owned or used any brand of laptop computer?

- ☒ Less than 1 year
☒ 1-3 years
☒ More than 3 years
☒ Never owned or used

3) Please select all the brands of laptop computer you have ever owned or used. (Choose all that apply.)

- ☒ Dell
☒ IBM
☒ Compaq

Modify Selected Question

162 — Edit

164 — Delete

166 — Insert



Actions

172 — Save

174 — Undo

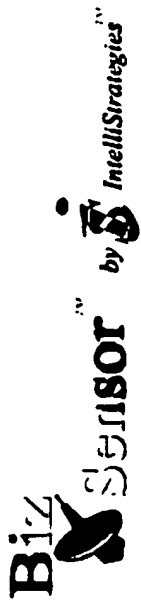
176 — Redo

178 — Reset

180 — Done

FIG. 10

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2



Report Card for ACME Widget

Period: 9/1/00 - 10/1/00

Customer Satisfaction

Product	186	75%	↑	+4%
Loyalty	187	50%	—	+1.2%
Services	190	35%	—	-0.2%

ACME

Account Info Customer Support Online Tutorial Help

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Recommend Next Survey

Strategic Position - Ranking

As of: 10/1/00	Previously: 9/1/00
1) Company 1	1) Company 1
2) Company 2	2) Company 2
3) ACME	3) ACME
4) Company 3	4) Company 4
5) Company 4	5) Company 3

Most Satisfied Resellers

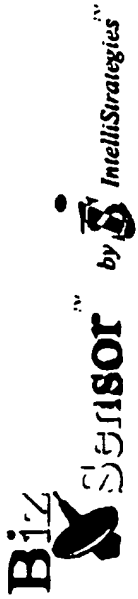
Reseller 1	210	8.5	↓	+1.2%
Reseller 2	212	8.3	↑	+4.0%
Reseller 3	216	8.1	↓	+1.2%
Reseller 4	214	7.5	↓	-3.0%

Least Satisfied Resellers

Reseller 5	222	3.5	↓	-2.0%
Reseller 6	226	3.9	—	+1.2%
Reseller 7	226	4.2	↑	+3.0%
Reseller 8	228	4.5	↓	-0.2%

FIG. 11

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✓



ACME

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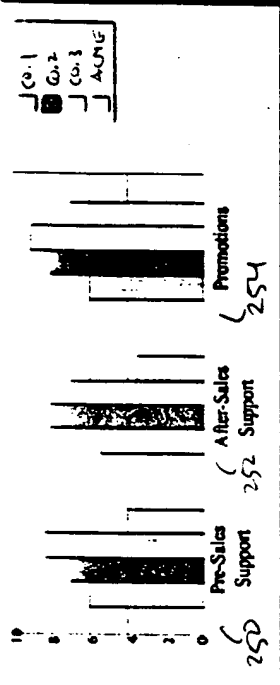
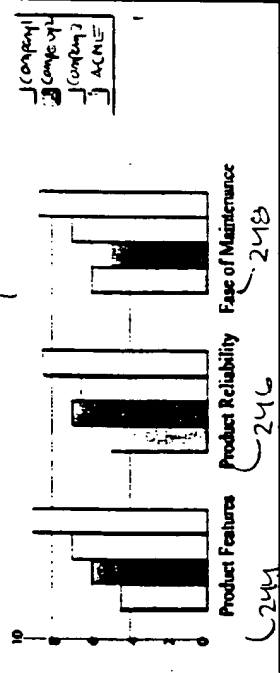
Report Card for ACME widget

Period: 9/1/00 - 10/1/00

Over Performance 240

Under Performance 269

Recommend Next Survey



Key Indicator Trends

Sales Promotions	258	9.0	↑	+7%
Product Variety	260	8.7	↑	+4%
Ease of Use	262	6.0	↓	-4%
After-Sales Support	264	3.5	↓	-3%

Hi's/Low's

Product Quality	266	9.3	—	+0.1%
Product Reliability		8.9	↑	+2%
Value for Money		6.0	—	-4%
Training Programs		3.5	—	-0.2%

FIG. 12

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ACME

Report Card for ACME Widget
Period: 9/1/00 - 10/1/00

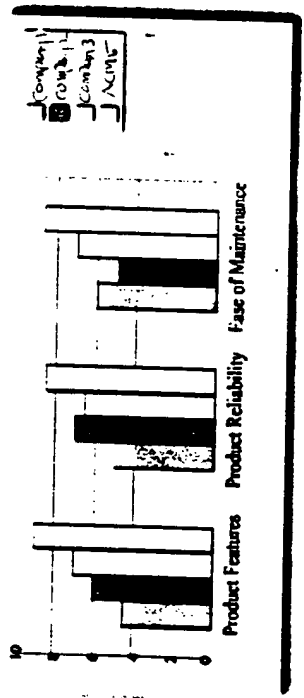
Page 1 | Page 2 | Main

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Recommend Next Survey

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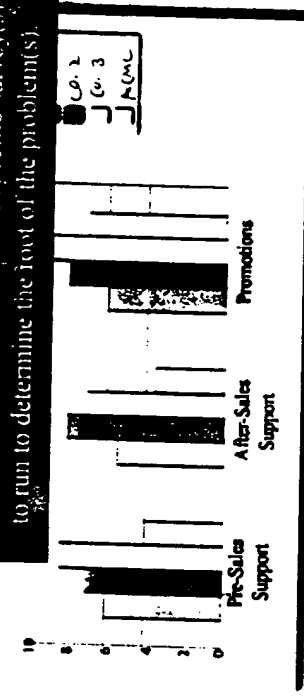
Over Performance



Key Indicator Trends

Sales Promotions	9.0	↑	+7%
Product Variety	8.7	↑	+4%
Ease of Use	6.0	↓	-4%
After-Sales Support	3.5	↓	-3%

Under Performance



Get a recommendation for more specific survey(s) to run to determine the root of the problem(s).

Hi's/Low's

Product Quality	9.3	—	+0.1%
Product Reliability	8.9	↑	+2%
Value for Money	6.0	—	-4%
Training Programs	3.5	—	-0.2%

FIG. 13

General Area Surveys

Preview and Deploy Selected Surveys

Name	Status	Last Run	Run
Channel Relationships	Recommended	Never	<input checked="" type="checkbox"/>
Customer Satisfaction	Hint: The system has indicated which surveys you are likely to find most useful. Verify its choices and select Preview and Deploy Selected Surveys	OK	<input checked="" type="checkbox"/>
Competitive Position	<input checked="" type="checkbox"/> Turn off this hint in the future. <input checked="" type="checkbox"/> Turn off all hints in the future.		<input checked="" type="checkbox"/>
Awareness			<input checked="" type="checkbox"/>
Image	Not Indicated	Never	<input checked="" type="checkbox"/>

FIG. 14

ACME

General Area Surveys

Preview and Deploy Selected Surveys

282		273		272	
Name	Status	Last Run	Run		
52 Channel Relationships	Recommended	Never	<input checked="" type="checkbox"/>		
50 Customer Satisfaction	Not Indicated	10/1/00	<input checked="" type="checkbox"/>		
	Not Indicated	6/1/00	<input checked="" type="checkbox"/>		
	Not Indicated	Never	<input checked="" type="checkbox"/>		
	Not Indicated	Never	<input checked="" type="checkbox"/>		

FIG. 15

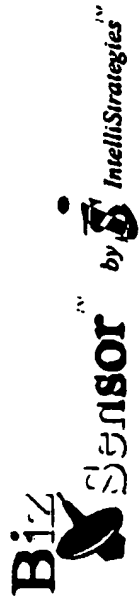
General Area Surveys

Preview and Deploy Selected Surveys

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Name	Status	Last Run	Run
Channel Relationships	(282) Recommended	Never	<input checked="" type="checkbox"/>
Customer Satisfaction	Not Indicated	10/1/00	<input checked="" type="checkbox"/>
Competitive Position	Not Indicated	6/1/00	<input checked="" type="checkbox"/>
Awareness	User Selected (280)	Never	<input checked="" type="checkbox"/>
Image	Not Indicated	Never	<input checked="" type="checkbox"/>

FIG. 16



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V

ACME

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Reseller Satisfaction for ACME widget

Recommend Next Survey

Displays

Performance Ratings 291

Behavioral Predictors

Demographics

292

288

By Reseller

Small, <\$1M
Medium, >\$1M, <\$10M
Large, >\$10M

By Competitor 290

Siemens
Lucent
Nortel
NEC

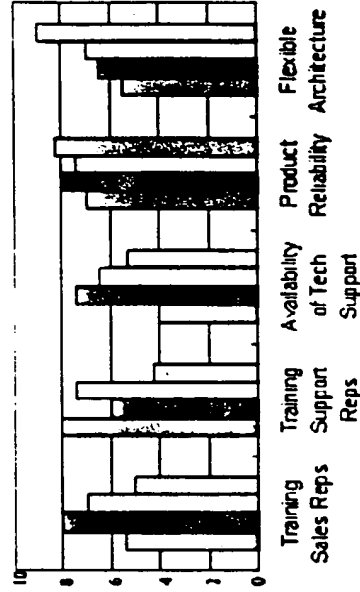
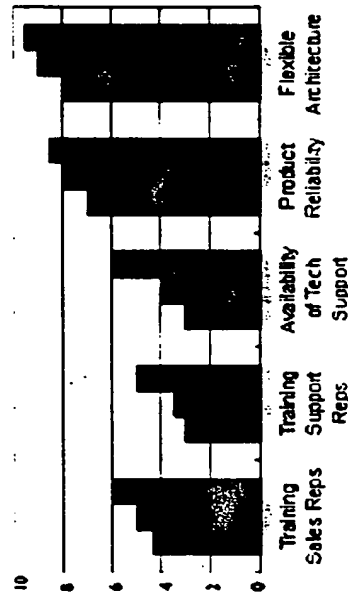


FIG. 17